

Sheffield Local Television Ltd

Marketing and promotion

Invitation to quote

Ref: SLTV-DME-Marketing



1.1 Sheffield Local Television Ltd

Sheffield Local Television Ltd (SLTV) is a new social enterprise set up to operate the local digital television channel for Sheffield, which is set to launch on 23 September 2013 under the brand Sheffield Live TV. Our vision is to develop a cross platform community media offer working in partnership with Commedia Sheffield, which runs Sheffield Live community radio. The launch of the local digital TV channel will provide new opportunities to bring media content to audiences, to contribute to Sheffield's creative and digital economy, and to create and safeguard jobs.

1.2 Digital Media Exchange

Digital Media Exchange is a project to support digital media entrepreneurs to engage in cross-platform production for radio, television, web and mobile, building on existing infrastructure previously supported by ERDF and benefiting from investment in a new local TV channel for Sheffield. Digital Media Exchange is supported financially by the European Union from the European Regional Development Fund, as part of Europe's support for the region's economic development through the 2007-2013 Yorkshire and Humber ERDF Programme.

1.3 Procurement Scope

Sheffield Local Television Ltd has secured ERDF co-financing for delivery of the Digital Media Exchange project including costs of launch marketing and promotion. The maximum available budget for this commission is £5,000. The activity can NOT cover launch event costs.

Of the budget, we expect £3500 to be allocated to direct costs – buying media / ads, print, etc; and no more than £1500 to be allocated to supplier time. Selection will be based on the most economically advantageous bid according to the following selection criteria:

1. Direct costs – gross impacts expected from the budget available
(maximum 50 points for the highest, other bids scored pro rata)
2. Supplier costs – daily rate
(maximum 50 points for the lowest, other bids scored pro rata)

1.4 Response to the Invitation to Quote

All quotations should be sent by email by 2pm, 12 September 2014 to sltv@sheffieldlive.org and in hard copy by post to Sheffield Local Television Ltd, 15 Paternoster Row, Sheffield S1 2BX.

